

Baumbach FOODS

Baumbach's unique "Shopping Cart" trademark symbolizes our pledge to bring you convenience, quality, variety and personalized services at the lowest possible prices.

"YOU'RE INVITED TO OUR . . .

Grand Opening

11 A.M., TODAY
SUN., AUG. 19"



ED BAUMBACH, OWNER

BAUMBACH FOODS, THE ONLY SUPER SUPERMARKET OF ITS KIND IN WISCONSIN, IS A NEW EXPERIENCE IN LOW PRICE FOOD SHOPPING!

We've applied over forty years of experience in bringing a brand new food merchandising concept to the Green Bay area.

In this beautiful and immaculate store, you'll find every food item imaginable from everyday menu staples to the most exotic of foreign-food specialties for special occasions.

At Baumbach Foods we have tried to include every possible feature to make your food shopping a fun experience in an unhurried atmosphere of complete relaxation and comfort. (We even have a waste-recycling machine to do our part in keeping Green Bay green!)

But the biggest surprise you'll find at Baumbach's are the economical prices you'll enjoy all year 'round in every department. You see, we learned in our other Wisconsin stores that modern shoppers want convenience, quality, variety and personal service — but they don't want to pay premium prices for these "pluses".

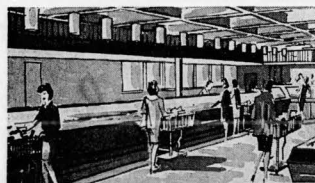
We've already heard some people say, "A store as beautiful as Baumbach's and with all those extras must charge higher prices."

So we'd like to explain right now that Baumbach's prices average lower because we have a firm policy of no games, no gimmicks, no stamps, no deliveries or charge accounts. And we pass the savings that result from this policy along to our customers!

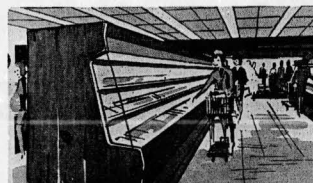
You'll enjoy the time-and-money saving Baumbach plan of one-stop-shopping which provides a flower shop, a 41-seat restaurant, a fresh fish market, a take-out delicatessen, a complete bakery, a card and party shop, an international gourmet food section, and even a complete service liquor store — all under one sound-proofed ceiling, for a maximum of shopping satisfaction! We even have a full-time professional home economist on hand to help with recipes and menu planning.

We've tried to highlight a few of the features which make Baumbach Foods "something special" for its customers. But you'll have to visit us to see them all — and to believe the economical prices which we know your budget will appreciate.

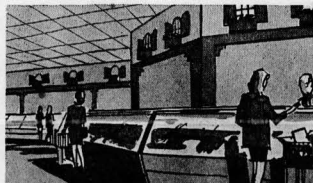
All 150 of us are waiting to give you a sample of Baumbach service. Come see us soon!



BAUMBACH'S MEAT DEPARTMENT — Pick pre-packaged USDA Prime meats in "Peek-a-boo" trays that let you see exactly what you're buying in our extensive self-service meat section. Or have one of our helpful meat experts give you a special Foods cut to your own specifications. And don't forget to try our own Baumbach "Slimline" meats, trimmed to remove fat and bone waste to an absolute minimum for the benefit of both your health and your budget!



BAUMBACH'S FROZEN FOOD SECTION — You'll find frozen foods of every variety in our extensive frozen food department. Both competitively-priced and premium quality "home-style" ice cream are also available at Baumbach's where home-style frozen foods are a low-cost specialty, not an afterthought.



BAUMBACH'S COMPLETE DELICATESSEN — Choose from an amazing selection of choice cheeses, such as French Camembert and Swiss Gruyere. Or a variety of spicy sausages, foreign hams, kosher foods and other specialties. Baumbach's tasty and time-saving take-home dishes, including rotisserie chicken, lip-smacker steaks and ribs, are "ready to go", either refrigerated or piping hot from our own indoor ranges. All our tempting deli-dishes are prepared under careful supervision in our own immaculate kitchens.

15 REASONS WHY FOOD SHOPPING IS A DREAM INSTEAD OF DRUDGERY AT BAUMBACH FOODS!



HELPFUL HOME ECONOMIST — On hand every week day to assist Baumbach Customers with meal planning, new recipes, special menus and entertainment ideas.



MEAT AS YOU LIKE IT — U.S.D.A. Prime or Baumbach's own "Slimline" meats, trimmed to reduce waste . . . Service Counter or Customer Cut . . . fresh, smoked or frozen. Even fresh fish and sea food flown in twice a week.



BAKERY — Only the flavor and fragrance is old-fashioned in our spotless in-store bakery, where skilled specialists produce a delectable variety of baked goods, fresh daily.



"HAPPINESS EMPORIUM" — A complete one-stop party center where you'll find cards, wrappings, candles, decorations and all the fixin's to make your party a gala occasion.



"CAFE ALLOUEZ" — A handy place to stop in for a refreshing treat or a complete meal.



BAUMBACH'S BOUTIQUE — Cut flowers, plants or permanent flowers all year 'round at our in-store Flower Market.



FROZEN FOODS — An amazing variety of frozen food is available in our vast centrally-located section which offers one of the widest selections of frozen foods between Green Bay and the North Pole!



PRODUCE — Country fresh, colorful and nutritious. From exotic bean sprouts, water chestnuts and look ship to all the "regulars" — you name it . . . we've got it.



DELICIOUS DELI — Hot or cold dishes-to-go in a colorful array that pleases the eye as well as the taste buds. All prepared under careful supervision right in our own immaculate kitchen. And a gourmet department with exotic foreign foods to tempt the connoisseur!



LIQUOR STORE — A full service liquor store with a complete selection of beer, wine, and liquors to highlight your entertainment menus.



DRIVE-UP PARCEL PICK-UP — Everything possible has been done to make your food shopping easy, including a convenient drive-up parcel pick-up.



SERVICE WITH A SMILE — Cash checks, redeem bottles, use the "customers' suggestion box" — at our courtesy counter.



NINE CHECK-OUT COUNTERS — "Over-the-counter" shopping carts mean you don't have to handle your purchases. When your shopping is finished you'll be on your way in minutes.



225-CAR LOT — From our accessible location to our spacious car lot, food shopping at Baumbach Foods is a time and energy-saving experience. There's no "shopping center congestion" at Baumbach's.

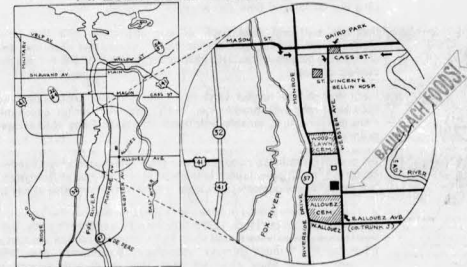


BAUMBACH PLEDGE — Baumbach Foods Pledge of Shoppers Service is practiced daily by every one of our 110 employees to make you feel of **CONVENIENCE, QUALITY, VARIETY, PERSONALIZED SERVICE AND LOW PRICES** a reality for our customers.



DENNIS BRANDT, GENERAL MANAGER

BAUMBACH FOODS Is Easy To Get To
At 2020 South Webster In Allouez



**Baumbach
FOODS**

OPEN 24 HOURS DAILY FOR YOUR SHOPPING CONVENIENCE



ED BAUMBACH,
OWNER



DENNIS BRANDT,
GENERAL MANAGER

“WE PUT IT IN WRITING!”

“When you’ve been in the retail food business as long as we have, you learn that there are certain things that modern shoppers consider to be most important in a food store.

“So we’ve put these requirements in writing in the form of a pledge to our customers that we’d do everything possible to live up to them.

“This code serves as a constant reminder to all of us at Baumbach’s that a customer’s loyalty is something that has to be renewed on a daily basis by our PERFORMANCE.

We reprint it here because it forms the ‘BAUMBACH BASICS’ on the basis of which we hope to merit your patronage throughout the Green Bay area in the year to come.”

Baumbach FOODS

PLEDGE OF SHOPPERS SERVICE

We pledge to offer our customers both low prices and high quality.

We pledge that food will be made available to our customers as fresh, as high in quality, in as great a variety and at as low a price as possible.

We pledge to maintain a clean, comfortable, attractive and pleasant place for our customers to shop. It is modern in design and convenient in arrangement to save our customers’ time and energy.

We pledge that our staff will treat each of our customers with the friendly, old-fashioned personalized service they deserve, and that this means attention to detail such as help in shopping and fast check-out and parcel pick-up service.

We pledge that, through the helpful services of our full-time professional home economist, we will provide our customers with recipe suggestions, menu-planning tips, reliable nutritional information and food-budgeting counsel.

We pledge the utmost cleanliness throughout our store. Baumbach’s waste-recycling center is a “pollution-solution” in the best sense; no area of Baumbach’s is “off limits” to our customers. You are invited to visit any area at any time.

We pledge that our customers will be provided with the convenience of extra shopping facilities — within our store. This is why we have a shopper’s grille, bakery, flower shop, delicatessen, card shop and a gourmet section stocked with internationally famous foreign specialties. Baumbach’s even has a full-service liquor store under the same roof to fill your entertainment needs.

We pledge that our customers will receive our guarantee of satisfaction with every purchase. If you have any complaint at Baumbach’s, we will try to make it right. If you’re not satisfied with a purchase, we will cheerfully refund your money.

We pledge to our customers that our main goals shall be CONVENIENCE, QUALITY, VARIETY, PERSONALIZED SERVICES, and LOW PRICES.

Finally, since our main goal is to provide the finest foods at the lowest possible prices, we will not deal in stamps, games or gimmicks that may detract from this effort.

Ed. Baumbach

OWNER

Dennis Brandt

GENERAL MANAGER